

NAPCS Product List for NAICS 54183: Media Buying Agencies

1	2	3	4	5	6	7	8	9	10	11	12
Industry Subject Area	Working Group Code	Tri-lateral Detail	National Product Detail			United States		NAICS Industries Producing the Product			CPC Code
			Can	Méx	US	Title	Definition	Can	Méx	US	
54183	1	X				Media planning and/or buying services	Providing media planning or media buying services separately or in combination.	541830	541830	541830	83620 83610
54183	1.1			X	X	Full media planning and buying services	Acquiring advertising time or space from broadcast, print and other media owners on behalf of advertisers or advertising agencies. Full services include combinations of the following activities or functions: media planning and selection, negotiating media prices and placement, managing the flow of finished advertisements (known as traffic management), monitoring performance, and post campaign analysis. The service is the same for all media even though the specified processes may differ.		541830	541830 541810	83620 83610
54183	1.2			X		Media planning and buying	Developing plans for advertisers to follow in selecting the types of media and specific media outlets to reach the target audience within the advertising budget, and negotiating the media prices and placement.		541830	541830	83620 83610
54183	1.3			X	X	Media planning	Developing plans for advertisers to follow in selecting the types of media and specific media outlets to reach the target audience within the advertising budget.		541830	541830	83610
54183	1.4			X	X	Media buying	Buying space or time from the media on behalf of the advertisers or advertising agencies.		541830	541830 541810	83620
54183	2	X				Media research, analysis, and verification services	Conducting research, analysis, and verification/evaluation activities to provide clients with information about all types of media, such as media coverage, audience, effectiveness, reliability, etc.	541830	541830	541830	83610
54183	2.1				X	Media research	Researching characteristics of advertising media (audience/readership size and characteristics, cost, etc.) to enable advertisers most effectively to reach the audience determined by the marketing or advertising campaign. This research may include a compilation and analysis of existing data collected by third parties, as well as primary data collection activities by the media buying establishment.		Si existiera el producto: 541830	541830	83610
54183	2.2			X		Competitive advertising reports	Preparing reports on the advertising that the competition is placing in the media, in terms of investment, rating, and strategy.		541830	541830	83610
54183	2.3			X		Media advertising verification	Conducting follow up of the various media to ensure that advertisements are placed in accordance with the terms of the media contract.		541810 541830	541830	83610
54183	3	X				Media planning and buying services, nec.	Providing other media planning and buying services, not elsewhere specified	541830	541830	541830	83610

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			Can	Méx	US	Title	Definition	Can	Méx	US	
54183	3.1				X	Media consulting	Providing consultation, research, or reports to advertisers to assist them in developing media strategies.		Si existiera el producto: 541830	541830	83610